



TO: ESMAC FAX NO. H910 PAGE 1 OF 3 DATE: 7/2/82

PRESS RELEASE

TUESDAY, JUNE 29, 1982

UNIVERSAL CITY STUDIO, INC. ANNOUNCED TODAY THAT IT HAD FILED SUIT IN FEDERAL COURT IN THE SOUTHERN DISTRICT IN NEW YORK AGAINST NINTENDO OF AMERICA, INC. AND NINTENDO COMPANY, LTD. OF JAPAN FOR TRADEMARK INFRINGEMENT, UNFAIR COMPETITION AND MISAPPROPRIATION OF UNIVERSAL'S RIGHTS "KING KONG". NINTENDO OF AMERICA AND ITS JAPANESE PARENT ARE THE MANUFACTURERS AND DISTRIBUTORS OF THE VIDEO ELECTED GAME "DONKEY KONG" WHICH UNIVERSAL ALLEGES IN THE COMPLAINT WILLFULLY INFRINGES UPON UNIVERSAL'S RIGHTS IN THE NAME, CHARACTER AND VISUAL IMAGE OF "KING KONG" AND MISLEADS AND CONFUSES THE PUBLIC AS TO THE SPONSORSHIP AND ORIGIN OF "DONKEY KONG". THE SUIT SEEKS DAMAGES AND INJUNCTIVE RELIEF BARRING NINTENDO AND THEIR JAPANESE PARENT FROM FURTHER USE OF THE "KING KONG" NAME AND CHARACTER IN THE VIDEO RELATED MARKET.

UNIVERSAL HAS PREVIOUSLY LICENSED COLECO INDUSTRIES, INC., A CONNECTICUT BASED CORPORATION TO USE THE "KING KONG" NAME, CHARACTER AND VISUAL IMAGE IN CONNECTION WITH THE MANUFACTURE AND SALE OF TABLE-TOP, ELECTRONIC AND HOME VIDEO GAMES SOLD UNDER THE NAME "DONKEY KONG". COLECO INDUSTRIES IS PRESENTLY LICENSED BY NINTENDO TO MANUFACTURE AND MARKET THE "DONKEY KONG" GAME IN THE HOME VIDEO AND TABLE-TOP GAME MARKET.

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DEFENDANT'S
EXHIBIT 1